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SOURCE AND MANAGEMENT OF INFORMATION RELATED TO TELEVISION STUDY

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ABSTRACT

There is a need for information on the mapping of research results that examine specific topics. This is necessary in order to determine the extent to which the need for knowledge on a particular topic has been met. The advancement of the television industry in Indonesia has led to an increase in the number of researches on television. Taking this into account, the purpose of this study is to analyze the research trends associated with the competencies of the graduates of television studies bachelor programs at the university in Indonesia. The method used in this study is descriptive quantitative. By analyzing various television-related researches indexed at Indonesia's own academic publication indexing institution, "Garuda", it can be said the number of researches on televisions conducted by Indonesian academics is growing. The distribution of research topics in Indonesia shows a wide distribution of topics, especially in the social sciences. However, the variety of topics on television studies in Indonesia is still limited and has not fully addressed numerous topics and contexts related to the landscape of the television industry in Indonesia. Additionally, the number of research covering topics of television artistic; television script; television management; television planning; evaluation of television programs; television production; television business; television rating; television strategy; television industry; television policy; television content; and television viewers, are still relatively limited.

Keywords: Information source, Information management, Publication; Academic Literatures, Research results, Television studies

INTRODUCTION

Information regarding research results tends to be mapped through bibliometric studies. This is intended to determine research trends related to a particular topic. The availability of information in the form of mapping research results will help researchers and academics to direct their attention to subsections of the topic that have not been explored. For example information about television studies.

The advancement of the media industry in Indonesia, has been followed by the growing numbers of media research, including research in television. Various types of research related to television have been conducted by researchers in Indonesia and the results have been published in various publications, ranging from: journals, proceedings, books, to articles in the mass media. Several articles on television studies also has been indexed through scientific publication indexing institutions, both in national and international scopes.

Indonesia has a scientific publication indexing institution called "Garuda" (*Garba Rujukan Digital* or Centre of Digital Reference). *Garuda* functions as a search portal that can connect users with vast sources of scientific work in Indonesia. This portal was developed using information and telecommunications technology involving PDII-LIPI and various universities in terms of content provision. *Garuda*, originally called RII (*Referensi Ilmiah*

Indonesia or Indonesian Scientific Reference), is a portal that contains Indonesian scientific references and provides access to scientific works produced by Indonesian academics and researchers. Thus, various television-related articles published by media researchers in Indonesia can be traced through this portal.

On the *Garuda* portal, research on television are increasing. This is also inseparable from the university's rapid response which immediately opened bachelor programs on television studies to accommodate the interests of prospective students who are interested in working in the television industry. The university's response is also intended to provide much needed ready-to-use media professionals by the television industry in Indonesia. Therefore, the television studies bachelor programs try to adapt the curriculum to include not only theoretical but also practical courses which can provide their graduates with the knowledge and skills that are in line with the needs of the job market.

The establishment of television studies bachelor programs in Indonesia so far is still within the scope of the field of communication science. There are a few universities that have move forward and focus on developing television studies I ndependently. However, the field of television studies is still often combined with the field of film studies and journalism studies. This is because television is considered as a medium which broadcasts journalistic works and films. Thus, it is not uncommon for the television research to come in contact and even overlap with other fields of social science. On the other hand, it can be argue that prospective scholars of television studies, students, lecturers, and researchers, should be able to fill the gap that specifically discusses and examines the scope of researches aligned with the competencies expected to be achieved by the students of the television studies.

Indonesian researchers has been published several studies with topics related to: strategy, implementation of tactics and evaluation in shaping the image of a television station, the local television industry, the existence of local TV in the broadcast industry competition, and related to the content of pay-television. These researches, has substantively examined the fields related to graduate competencies set out in the Indonesian Standards of National Work Competency (*Standar Kompetensi Kerja Nasional Indonesia* or SKKNI), which serve as a reference for television studies bachelor programs in determining the competency standards of their graduates. However, when we are searching for the types and content of articles on television studies in Indonesia which are indexed at *Garuda*, it is evident that most of the research topics are still broad, and the number of studies examining fields related to the competence of television studies program graduates is still limited. Therefore, this research intends to analyze the publication on television studies produced by the media and television researchers in Indonesia, which indexed on *Garuda*, in relation to the unit of competency for television studies bachelor program in Indonesian Universities.

METHOD

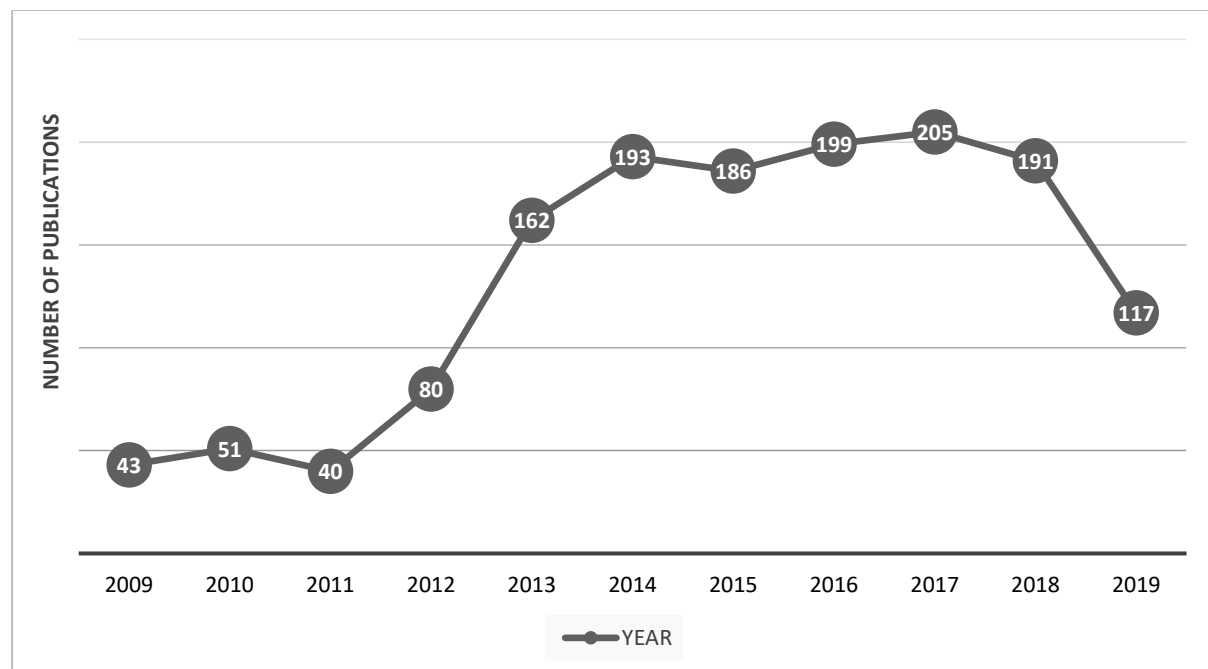
Data collection were conducted through the search engine tools available on *Garuda*'s portal. Using descriptive quantitative method, this study counts the number of publications based on certain keywords. The keywords used refer to the competency units listed in the learning outcomes of graduates of a television study program in one of Indonesian University. There are two categories of fields and 13 units of fields obtained through *Garuda*'s website in the last 10 years. The selection of past 10 years as research period is based on the growth of television studies programs in Indonesia.

The 13 units which have been used as keywords are television artistic, television business, television program evaluation, television industry, television policy, television content, television management, television script, television audience, television planning, television production, television ratings, and television strategy. To validate the data, the title of an article that appears 2-3 times has been taken out from the data collection process.

Therefore, one article does not count more than once. Subsequently, the results of data collection are displayed in graphical form for further analysis and interpretation in order to obtain material for drawing conclusions.

RESULTS AND DISCUSSION

Based on *Garuda*'s portal which can be accessed at <http://Garuda.ristekdikti.go.id/>, It can be seen that the number of research on television in Indonesia have increased quite significantly. A prominent increase was seen in the period 2013-2018, which is illustrated in Figure 1.



Source: <http://Garuda.ristekdikti.go.id/>

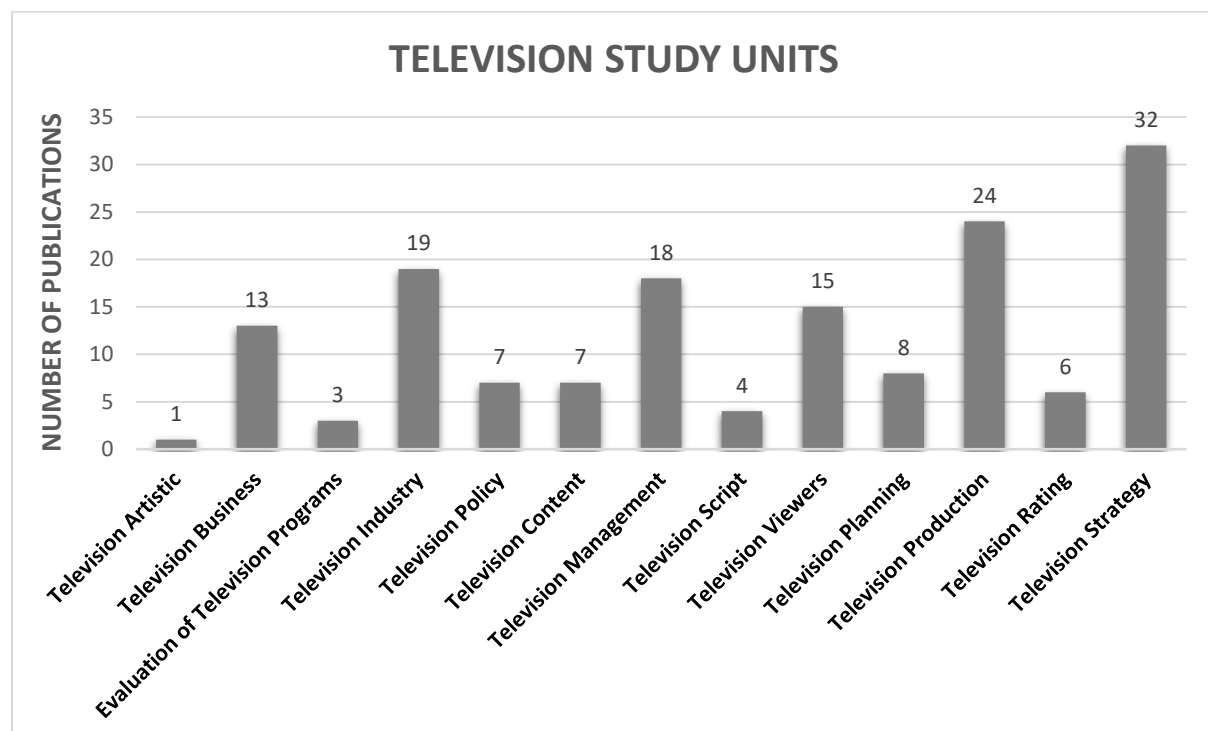
Figure 1. "Television" research trends in Indonesia

Until today, television is still the main media consumed by the majority of Indonesian people. This is what attracts students and academics in the field of media and communication science in Indonesia to study television. It is also in line with the fact that media and communication as research topics were more frequently carried out by universities and other academic institutions (Herkman, 2008). Based on this statement, it can be said that compared to academic research, industry-based research or studies with more practical consideration from media and communication practitioners in the field of television have not been optimally exposed. This happens since the results of researches which usually carried out by the research and development department at a television station, tend not to be published with various reason.

Furthermore, there are 2 categories and 13 units of study which are expected to increase the competence of the graduates of television studies bachelor program. The categories are occupational production and marketing of television program. Both categories are implemented in learning outcomes into creative aspects and media analysts. The units included in the creative category are artistic television, television scripts, television management, television planning, television program evaluation, television production, television business,

television rating, and television strategy. While those included in the media analyst category are television industry, television policy, television content, and television viewers. The units are obtained from the graduate profile that refers to the Indonesian Standards of National Work Competency (SKKNI), in the categories of information and communication, with the main categories are production of moving images, videos and television programs, sound recording, and music publishing in the field of music producer.

This article tries to reveal the number of research related to 13 study units in television studies programs which include television artistic; television script; television management; television planning; evaluation of television programs; television production; television business; television rating; television strategy; television industry; television policy; television content; and television viewers. The data is searched and classified by year of publication. The data collected can be seen in Figure 2:



Source: <http://Garuda.ristekdikti.go.id/>

Figure 2. "Television" research containing study units in television studies programs

Based on data above, it is necessary to increase number of researches which specifically related to units and fields of study provided by the television studies bachelor program to their students. Therefore, students who want to conduct research related to these 13 study units can obtain an adequate source of scientific literatures. In fact, there have been several studies related to 13 study units conducted by foreign researchers that can be used as literatures. Among other things, for example, research related to creativity and artistic factors in television, such as about the newly developed holistic theory of television aesthetics (Metallinos, 1998); television script on screenwriting as a process of developing the screen idea (Millard, 2010); television production which explores the process of managing projects in the TV production industry (Lundin & Norbäck, 2009); and the evaluation of television programs which analyze the concept of quality on serial television (Schluetz, 2015).

The research included in the creative scope, which includes television business units, including research that discussed aspects of funding models of television production (Doyle, 2016), business analysis of television production (Spasic, 2006); television management,

related to structures, management and practices within TV production networks in the context of trans nationalization of television (Keulen, 2017). Next are television planning, which has been studied in terms of the social relations in Indonesian television production houses (Myutel, 2017); television strategies, which have been studied in the paper on the strategy of television production in the digital era (Briandana & Irfan, 2019); study on national distribution of television content (Steemers, 2014); study of the use of new media as a television program distribution medium (Permana & Mahameruaji, 2019); and, study on television rating and rating forecasts (Meyer & Hyndman, 2019).

Research that is included in the category of media analysis on the television industry includes; industry overview and analysis about television production (Foster, Terkla, & Laubacher, 2010); television policy, such as research on public policy and television production (Doyle & Paterson, 2008); and study on television content, which can be seen on collaborative research on the comparison between messages and ethics in Malaysian and Indonesian television programs (Siagian, Mustari, & Ahmad, 2016) and study on branded reality show as a discursive psychoanalysis (Wijaya, 2015). Then, study on television content and advertising research example can be seen in the study on the effects of television commercials (Khuong & Nguyen, 2015); study on television audiences including research review of television audience (Kelly, 1991), and television audience research (Ivala, 2007).

In addition to topics related to 13 units of analysis, there are several researchers who study the relation between the conditions of globalization with television, such as: transformation of television broadcasting from the second screen phenomenon and the new broadcasting ecosystem (Ünal, Binark, & Çetindağ, 2018), and business opportunities and challenges of television (Peirce & Tang, 2012). Another interesting topic is research on the results of research or analysis / meta research in media studies, such as: inter marketing research in television production management (Sobocińska, 2017), and also trends in media research (Herkman, 2008).

The topics from the researches mentioned above can also be carried out by television researchers in Indonesia, in the context of the Indonesian television industry. This is important since there are spaces which have not been explored by academic studies in Indonesia. Therefore it is expected that the administrators of television studies bachelor programs in Indonesian universities can direct their scholars to conduct research with topics mentioned above to fill the needs of literature of television studies and to enrich the topics for the research, in order to contribute to the development of television studies in Indonesia.

CONCLUSION

Research trends in the field of television studies conducted by researchers in Indonesia show signs of an increase, especially in the period of 2013-2018. The distribution of study topics researched by television researchers in Indonesia also shows that there is a wide distribution of topics, especially in the social sciences. However, the number of research covering the topics of television artistic; television script; television management; television planning; evaluation of television programs; television production; television business; television rating; television strategy; television industry; television policy; television content; and television viewers, are still relatively limited. This can be seen especially by looking at researches indexed through the *Garuda* portal. The topics mentioned above are topics which related to the field of competence that should be mastered by the graduates of television studies bachelor programs in Indonesia. The field of competence above has been formulated jointly between the administrators of television studies programs, as a provider of prospective workers for the television industries.

It can be argued that several policies are needed for directing student research topics as prospective scholars to study topics related to television units that can equip them with

comprehensive knowledge and proven skills. Therefore, television studies bachelor programs can produce graduates with competencies that are in accordance with the needs of the workforce and their graduates can fill jobs in the television sector available in Indonesia. In other words, the link and match program between the world of education and the availability of jobs proclaimed by the government, can be well implemented.

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